NOVA SCOTIA
Partnership Opportunities 2000
NOVA SCOTIA
Tourism Partnership

2000 Partnership Opportunities Book

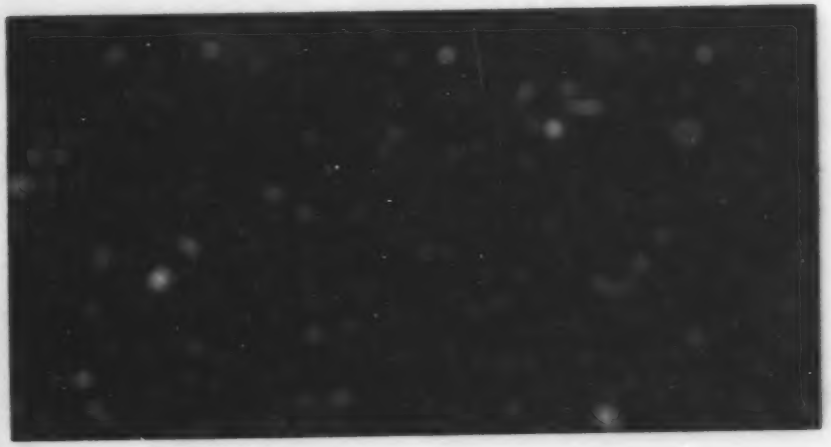
100-04241/

Dear Tourism Partner:

I'm pleased to join with Tourism Partnership Council Chair Doug Fawthrop to introduce a 2000 Tourism Marketing Plan that will help strengthen the tourism industry in Nova Scotia.

Our government has said that an intensive, sustained effort to promote tourism in Nova Scotia will benefit our economy many times over. We've reinforced our commitment to this industry by setting up a new department and establishing a separate budget to ensure the province maximizes the benefits tourism can bring.

This sector employs thousands of people, with jobs located in every town, village and city across the province. Opportunities to further develop the province's tourism strengths also enable community economic development to thrive. In addition, direct revenues to the province continue to grow every year as a result of tourism initiatives. For example, last year's $1.1 billion in tourism revenue generated $106 million in provincial and municipal taxes and employed more than 30,000 Nova Scotians.



Tourism also brings new money into the provincial economy, with more than half of the $1.1 billion representing export dollars. A strong tourism sector also encourages Nova Scotians to vacation at home, keeping their dollars working here.

Our new department has already made progress on a number of government priorities, including working with the Tourism Partnership Council to develop a plan that will build on Nova Scotia's reputation as North America's premiere seacoast destination. Highlights from the plan are outlined in this document. So too are a number of cooperative programs, where government investment is matched by partnership dollars. It's important to point out that our investments in marketing have a direct return not only to the industry but to provincial revenues.

I'd like to congratulate the Council and its committees for their commitment and dedication to this process and for developing the plan. I encourage you to get involved as we work together to grow tourism for the benefit of all Nova Scotians. With the strength of our partnerships, our world-class experiences, our ability to compete and opportunities to grow, there is no doubt we'll succeed in achieving our goals.

Sincerely,

Rodney MacDonald

Rodney MacDonald
Minister, Department of Tourism and Culture

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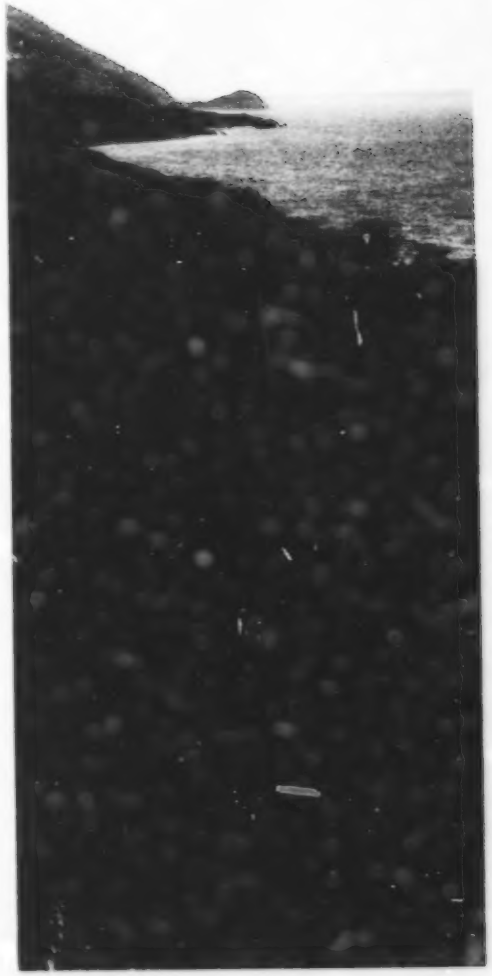


AN INTRODUCTION

Dear Tourism Partner:

On behalf of the Nova Scotia Tourism Partnership Council, I'm pleased to present the 2000 Partnership Opportunities Book. Within these pages, you'll find an overview of our 2000 Marketing Plan, along with a range of tourism programs that will help grow the tourism industry in Nova Scotia in 2000 and beyond.

An industry-government team has developed this comprehensive plan to promote Nova Scotia as a world-class tourism destination. Building on the success of 1999, this plan aims for 6.5 percent year-over-year growth in overall tourism revenue.

Our strategy for 2000 focuses on further developing and marketing our product strengths, enhancing transportation access and creating tourism demand all year long.

Key markets for Nova Scotia include Atlantic Canada (including Nova Scotia), Quebec, Ontario, New England, the Mid-Atlantic States and Europe. In Europe, we're talking about United Kingdom, Germany, Scandinavia, and Iceland. There will also be some activity in Western Canada, the South-Atlantic and Mid-Western states.

Beyond these geographic targets, we'll focus additional activities on specific niche markets, including outdoor and nature, golf, meetings, conventions and incentive travel, group travel, and cruise.

To reach potential consumers, we're gearing up to take full advantage of the Internet with on-line reservations and electronic fulfillment. And we'll continue heavy use of direct mail as a way to generate inquiries and encourage visitation in key markets.

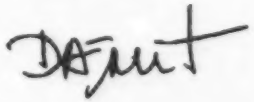
We'll also increase use of point-of-sale displays in strategic locations throughout the province.

When it comes to extending the season, we'll undertake additional activities in Atlantic Canada, with some new initiatives in Ontario. We're also further developing our positioning in order to meet the needs and expectations of potential visitors in each of our markets.

With our marketing strategy now in place, we need your help to put it into action. I encourage you to take some time to explore the many ways you can become involved in the 2000 Marketing Plan — from advertising partnership offers in key markets and marketing accords with regional tourism associations to familiarization tours, travel shows and support for product development.

Contact names and phone numbers are included next to each partnership opportunity so call to find out how you can share in a multi-million dollar program that will make a positive impact on your bottom line.

Sincerely:



Doug Fawthrop
Chair, Tourism Partnership Council

MARKETING PLAN OVERVIEW

ANOTHER "BEST EVER" YEAR FOR TOURISM

Nova Scotia's tourism industry is recording another outstanding performance in 1999, with significant increases in road entries, air visitation and room sales reported. Tourism industry revenues are expected to climb well beyond the $1.16 billion objective set for the 1999 Marketing Plan. Overall visitation is up substantially from all core markets with the biggest ever increase in inquiries.

PERFORMANCE HIGHLIGHTS *(Using statistics available as of October 31/99)*

- Tourism receipts expected to climb 10 percent over 1999
- Total visitation up 15 percent, with automobile traffic up 14 percent; recreational vehicles up 8 percent; motorcoaches up 10 percent and air up 21 percent
- Visitation by market:
  - Atlantic Canada visitation up 13 percent
  - Ontario visitation up 8 percent
  - Quebec visitation up 16 percent
  - New England visitation up 16 percent
  - Mid-Atlantic visitation up 12 percent
  - Growth in European visitation expected to increase 21 percent, which is well ahead of the national average (2 percent)
- Room sales up 7 percent, with monthly occupancy rates posting steady gains
- An average 76 percent jump in ad-generated inquiries in core markets overall:
  - Atlantic Canada inquiries up 53 percent
  - Ontario inquiries up 31 percent
  - New England/Mid-Atlantic States inquiries up 126 percent
  - Quebec inquiries up 148 percent

Growth is being attributed to many factors, including strong economic growth and consumer confidence in core markets; a low Canadian dollar which made Nova Scotia cost competitive; excellent strategic partnership opportunities that increased our presence in the US; continued growth in air travel; and aggressive marketing.

SOME FEATURES OF OUR SUCCESSFUL 1999 PLAN

- Increased focus on Quebec with investment paying big dividends
- Increased use of direct marketing with significant increases in tourism literature requests over the year before
- Advertising that made use of bold imagery
- Broad scope of partnership activities, including leveraging Atlantic Canada Tourism Partnership dollars to promote Nova Scotia in the US, and the year's biggest Canadian tourism industry promotional event in North America with "The Cat" in Boston
- Introduction of an in-province point-of-sale program to increase length of stay

OVERVIEW OF THE 2000 MARKETING PLAN

Nova Scotia's Tourism Partnership Council will build on the tourism industry's success with the 2000 Marketing Plan - a plan based on the following strategic principles:

- Market product strengths — and that means focusing on areas where Nova Scotia has a competitive advantage
- Enhance transportation access
- Support a year-round tourism industry with focus on season extension
- Focus on quality — the quality of both products and services

The 2000 plan is the second to be released by the Tourism Partnership Council, operating under the five-year strategic tourism plan. The Council is made up of 14 industry representatives and two representatives from government. It shares decisions, responsibilities and resources in order to increase the number of visitors to Nova Scotia and the amount of money those visitors spend. A major focus for the Council continues to be the development of a five-year tourism strategy, while directing and approving yearly tourism marketing and development plans.

MARKETING PLAN OVERVIEW (CONTINUED)

OBJECTIVES

To measure our success, this plan aims to:

- Support a 6.5 percent growth in tourism industry receipts over 1999's performance
- Increase Nova Scotia's share of mind in select markets — Atlantic Canada, Quebec and Ontario
- Extend the season
- Increase ad-generated visitation by 5 percent in core and specific developing markets
- Lever private and public sector financial participation

Nova Scotia is many things to many people. Research is the foundation on which we make our key decisions and build our programs. We do research in our key markets on products, attitudes, positioning and creative approach. This has shown us that customers in each of our markets have different expectations, desires and emotional triggers. And that allows us to tailor our message to motivate them to choose Nova Scotia.

We conduct conversion studies to measure how effective our campaigns are in bringing people into the province. Our programs are based on finding out what our customers want, and providing them with the products that match.

CHOOSING PRODUCTS AND MARKETS

Many factors are taken into account when deciding which Nova Scotia products to emphasize in various markets, including questioning whether there is competitive uniqueness; people have access and can get to the product easily; Nova Scotia has enough of the product to attract potential visitors; and the product is market ready and in demand.

MARKET CATEGORIES

When choosing geographic markets, the following criteria are used: proximity in terms of distance, relationship and accessibility; size of market; awareness levels; the return on investment from that market; industry activity; Nova Scotia's competitive position; the province's market share; and resources available.

- Core markets, where return on investment is immediate
- Developing markets where there is a longer-term return on investment and markets that have the potential to become core markets over time
- Niche markets may or may not be geographically based and are those market segments that have their own marketing or product development strategy. Products can also fall under this niche market category

A range of activities are undertaken to deliver Nova Scotia's message to customers in our core, developing and niche markets — from one-on-one interaction at travel shows and familiarization tours to targeted communications through advertising, direct mail, on-line marketing and third party endorsement. Market and customer research along with literature and communications are also part of the mix.

MARKETING PLAN OVERVIEW (CONTINUED)

NEW FOR 2000

Before providing an overview of the plan, here's a look at "what's new" for 2000:

- Increased emphasis on season extension, including additional activities in Atlantic Canada, with some new initiatives in Ontario and Maine
- Further development and use of the Internet with more information covering more Nova Scotia experiences in all seasons, on-line reservations and electronic fulfillment
- The plan focuses on niche markets, including outdoor and nature, golf, meetings, conventions and incentive travel, group travel, and cruise
- Integrating mega-events and millennium programming to maximize opportunities associated with these events

STRENGTH IN PARTNERSHIP

Forming the foundation of our partnership approach are several operating principles, which include the need to be strategic and measure activities. Partnerships are critical to the success of provincial marketing initiatives. In 2000, we'll continue to work with partners to grow the tourism industry in Nova Scotia — from transportation carriers and other government agencies to tour wholesalers, Regional Tourism Associations and operators throughout the province.

These partnerships will enable us to improve visitor experiences through product development initiatives; increase our marketing power and impact by leveraging partnership dollars; penetrate travel trade channels including tour operators and wholesalers, and meet market needs for vacation packaging, information and awareness about all that Nova Scotia has to offer. We're also responding to industry demands for cost-shared advertising and promotional opportunities in key markets.

The 2000 partnership program is outlined in this document. There will be additional opportunities that come up throughout the year. Industry stakeholders are encouraged to come forward at any time with other partnership ideas.

MAXIMIZE THE BENEFITS THIS PLAN BRINGS TO YOUR BOTTOM LINE

Your participation is needed to put this plan into action. Contact the Department of Tourism and Culture's Marketing Division or the Nova Scotia Tourism Partnership Council for more information.

Marketing Division
Tourism and Culture
P.O. Box 456
Halifax, Nova Scotia
B3J 2R5

Phone: (902) 424-5012
Fax: (902) 424-2668

or

The Nova Scotia Tourism Partnership Council
World Trade and Convention Centre, Suite 603
1800 Argyle Street,
Halifax, Nova Scotia
B3J 3N8

Phone: (902) 424-0048
Fax: (902) 424-0723
http://www.nstpc.com

MARKETING PLAN OVERVIEW (CONTINUED)

OVERVIEW OF TARGET MARKETS FOR 2000

ATLANTIC CANADA, INCLUDING NOVA SCOTIA

Why: 43 percent of non-resident visitation (NB, PEI, Nfld.), and 4 million trips by Nova Scotians within the province each year, high awareness/repeat visitation, close proximity, best market for season extension

Target: family/couples, age 25+, high school/university grads, income $25,000+, primarily travelling by auto

Products: touring, history, culture, outdoor and nature, urban, golf

Activities: advertising (broadcast, direct mail, on-line), literature, in-province promotions, programs for season extension partnership opportunities including Destination Marketing Accords, Spring, Summer and Fall Vacation Idea Books, Mid-Winter Blitz, Festivals and Events Guide

ONTARIO

Why: 24 percent of non-resident visitation, somewhat familiar with Nova Scotia, repeat visitation

Target: couples, age 35-64, high school/university grads, income $50,000+, primarily travelling by auto

Products: touring, history, culture, outdoor and nature, golf

Activities: travel shows, advertising (tv, magazine, newspaper, direct mail, on-line), literature, familiarization tours, editorial, partnership opportunities including Toronto Star newspaper impact sections

QUEBEC

Why: 5 percent of non-resident overall visitation, great potential, close proximity, big increase in marketing results in '99

Target: couples/family, age 35-54, high school/university grads, income $50,000+, primarily travelling by auto

Products: touring, history, culture, outdoor and nature, golf

Activities: advertising (magazine, newspaper, direct mail, on-line), travel shows, "du réve à l'Adventure" French-language travel guide, partnership opportunities including "Ici, on parle francais", Summer Holidays Shows

MARKETING PLAN OVERVIEW (CONTINUED)

OVERVIEW OF TARGET MARKETS FOR 2000

NEW ENGLAND AND THE MID-ATLANTIC STATES

Why: 15 percent of non-resident visitation, largest US market for Nova Scotia, growing economy, strong strategic partnerships

Target: couples/some families, age 45+, university grads/professionals, income $50,000+, primarily travelling by auto and ferry

Products: touring, history, culture, outdoor and nature, golf

Activities: advertising (tv, magazine, newspaper, direct mail, on-line) sales/travel shows, familiarization tours, literature, partnership opportunities including Yankee Magazine and Boston Globe newspaper impact sections

EUROPE

Why: big spenders with potential for substantial increases in visitation, strong air accord partnerships

Target: primarily United Kingdom, Germany, Scandinavia, and Iceland, mature travellers (younger in United Kingdom), affluent, seeking adventure/nature

Products: outdoor and nature, touring, shopping (Iceland)

Activities: primarily through partnerships with Canadian Tourism Commission and Atlantic Canada Tourism Partnership, familiarization tours, travel shows, literature (German and French), advertising (print advertising and German and French language on-line)

WESTERN CANADA, THE SOUTH-ATLANTIC AND MID-WESTERN STATES

Why: to take advantage of market opportunities with other partners

Activities: joint marketing efforts with key partners, on-line advertising

ATLANTIC CANADA PARTNERSHIP OPPORTUNITIES

FULFILLMENT OFFER

Name	Description	Insertion Dates	Deadlines	Cost
2000 Spring Ideas Publication	These customized 4-colour publications will be distributed to 325,000 targeted households in Nova Scotia, New Brunswick and Prince Edward Island with additional copies distributed through VICs and kiosks. These publications allow advertisers to provide strong coverage in our region to entice the audience to call for more information about a vacation in Nova Scotia.	**Spring**- March 2000	**Spring** **Booking**: December 17/99 **Material**: January 21/00	Advertising opportunities are available for as low as $100/Coupon.
2000 Summer Ideas Publication		**Summer**- May 2000	**Summer** **Booking**: February 18/00 **Material**: March 3/00	Advertising opportunities are available for as low as $500/Quarter Page.
2000 Fall Ideas Publication		**Fall**- August 2000	**Fall** **Booking**: May 12/00 **Material**: June 2/00	Advertising opportunities are available for as low as $100/Coupon.

For more information contact: Nancy MacIsaac (902) 424-4170, E-mail: nmacisaa@gov.ns.ca

Mid-Winter Blitz 2000 NEW	This program offers partners an opportunity to deliver their retail message to our regional audience earlier than ever before. The program launches with a postcard sent out to 300,000 homes in New Brunswick, Prince Edward Island and Nova Scotia which will ask consumers to call for a special fulfillment kit. Respondents will receive an envelope which contains a partner brochure, coupon or guide with a special offer for the early season. Availability is limited and on a first come, first served basis.	Postcard mailed in late January. Envelopes sent out as inquiries arrive.	2000 copies of your single insert piece to be at Nova Scotia Distribution by January 15, 2000. (Additional copies to be sent as required.)	up to 50g: $200 50 - 100g: $300 100 - 200g: $400 200g - 300g (max): $500

For more information contact: Heather Taylor, Corporate Communications Limited (902) 493-3246, E-mail: htaylor.ccl@cclgroup.ca

NOTES:

- *Prices are based on four colour film.*
- *There is no separate rate for packages - operators can include them in their ads if they want.*
- *Costs for production of advertising material are not included.*
- *All costs are in Canadian dollars.*
- *Costs may be subject to change.*
- *Prices **include** HST.*

Atlantic Canada Partnership Opportunities (Continued)

FULFILLMENT OFFER

Name	Description	Insertion Dates	Deadlines	Cost
2000 Festivals and Events Guide	The Festivals and Events Guide will be 32 pages with a print run of 100,000 copies for broad circulation within the province at VICs, museums, accommodations and other tourism-related operations, as well as point-of-sale kiosks. Ads available to festivals and events only with the exception of cover positions. Also available as electronic fulfillment on-line.	March 1, 1999	**Booking & Material:** January 31, 1999	**Back Cover:** $2,000 **Inside Back:** $1,000 **Full Page:** $500 **Half Page:** $250

For more information contact: Autumne Heinz (902) 424-4153, E-mail: beinzea@gov.ns.ca

NOTES:

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- *There is no separate rate for packages - operators can include them in their ads if they want.*
- *Costs for production of advertising material are not included.*
- *All costs are in Canadian dollars.*
- *Costs may be subject to change.*
- *Prices* ***include*** *HST.*

ONTARIO PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER

Name	Description	Insertion Dates	Deadlines	Cost
Toronto Star *(Spring Cover)*	The Toronto Star is the #1 newspaper in Canada with a circulation of 691,000 with spill reaching into the Golden Horseshoe area. The 1999 Toronto Star impact campaign delivered close to 5,000 inquiries to Nova Scotia's toll free line, with other inquiries going direct to advertisers. This year's section will feature editorial content combined with advertising designed to entice the audience to call for more information about a vacation in Nova Scotia.	**Spring-** April 15, 2000 **Fall-** August 19, 2000	**Booking**: January 7, 2000 **Material**: February 4, 2000 **Booking**: May 19, 2000 **Material**: June 16, 2000	**Full Page**: $7,000 **Half Page**: $3,500 **Quarter Page**: $1,750 **Rates reduced from 1999**
Reader's Digest *(Eastern Canada Edition)*	New to the partnership program this year, Reader's Digest was part of Nova Scotia's core program last year with great success. Reader's Digest has the largest circulation of any magazine in Canada, both nationally and in Eastern Canada. Advertising and editorial content will be presented in an enticing manner to Reader's Digest's audience of 623,200 to stimulate calls to Nova Scotia's toll free line for vacation information.	April 2000	**Booking**: December 6, 2000 **Material**: January 3, 2000	**Full Page**: $2,000 **Half Page**: $1,000

For more information contact: Heather Taylor, Corporate Communications Limited (902) 493-3246, E-mail: htaylor.ccl@cclgroup.ca

NOTES:

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- *Prices **do not include** HST.*

Ontario Partnership Opportunities (Continued)

TRAVEL SHOW

Program	Description	Who Should Attend	Cost
Ontario Motorcoach Association Annual Convention Toronto, ON November, 2001	Motorcoach tour operators primarily from Ontario, meeting in one-on-one pre-scheduled appointments.	Accommodations, attractions/events, receptive operators, Destination Marketing Organizations	Approximately $500 registration fee

For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca

NOTES:

- *In addition to the registration fee, costs for accommodations and travel are additional except where specified.*
- *All costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- *Prices* ***include*** *HST.*

QUEBEC PARTNERSHIP OPPORTUNITIES

ADVERTISING OFFER

Name	Description	Insertion Dates	Deadlines	Cost
Selection du Reader's Digest	Selection du Reader's Digest was part of Nova Scotia's program last year and delivered significant inquiries for Nova Scotia. Its inclusion into the partnership program gives you, the industry, a chance to deliver your message to one of our best new markets. It is the French version of Reader's Digest. The circulation is 259,900. Selection delivers very strong coverage of Nova Scotia's core French market in Quebec and New Brunswick with added coverage across the rest of Canada.	April 2000	**Booking:** December 6, 2000 **Material:** January 3, 2000	**Full Page:** $850 **Half Page:** $425

For more information contact: Heather Taylor, Corporate Communications Limited (902) 493-3246, E-mail: htaylor.ccl@cclgroup.ca

NOTES:

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- *Prior to submitting film, ad layout needs to be provided for approval.*
- *All costs are in Canadian dollars.*
- *Costs may be subject to change.*
- *Prices **do not include** HST.*

QUEBEC PARTNERSHIP OPPORTUNITIES (CONTINUED)

FULFILLMENT OFFER

Name	Description	Insertion Dates	Deadlines	Cost
Du rêve à l'aventure French Travel Guide 2001	Du rêve à l'aventure is the fulfillment for all consumer inquiries generated by internet and advertising campaigns in Francophone Canada principally Quebec. A 275 page complete trip planner closely paralleling the Doers and Dreamers Guide to fulfill inquiries from Quebec as well as inquiries for French-language literature from NB, NS and elsewhere. Print run of 70,000 copies. A great opportunity to enter this new market for Nova Scotia.	March 2001	**Booking:** September 21, 2000 **Material:** October 31, 2000	**Back Cover:** $5,000 **Inside Back:** $3,000 **Full Page:** $2,000 **Half Page:** $1,000 **Quarter Page:** $500

For more information contact: Colleen Abdullah (902) 424-4709, E-mail cabdulla@gov.ns.ca

VISITOR INFORMATION

Name	Description	Eligibility	Cost
Ici, on parle français	Introduced as a pilot program in 1999, the initiative promotes enhanced customer service through the identification and promotion of tourism-related businesses that provide French service to Francophone visitors.	Tourism-related businesses must meet the following eligibility requirements: A minimum of one fully bilingual staff person in each front-line area during all hours of operation who is capable of providing all aspects of the service in the respective area Participant(s) must be able to speak fluently in French.	Free. Following the submission of an application, and subsequent approval process, operators meeting the eligibility criteria will receive a membership kit, at no cost, including lapel pins, tent cards and door decals.

For more information contact: David Ross (902) 424-3918, E-mail: dross@gov.ns.ca

NOTES:
- *Costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- *Prices **include** HST.*

QUEBEC PARTNERSHIP OPPORTUNITIES (CONTINUED)

TRAVEL SHOWS

Program	Description	Who Should Attend	Cost
Salon Vacances et Loisirs d'été (Summer Holidays Shows) Quebec City, PQ, April 28 - 30, 2000 Montreal, PQ, April 7 - 9, 2000	Two of the largest consumer holiday shows in Quebec.	Receptive tour operators, Destination Marketing Organizations. Industry participants should speak French.	Approximately $1,450 per show
Le Salon National du Grande Air (The National Great Outdoors Shows) Quebec City, PQ, February 24 - 27, 2000 Montreal, PQ, March 15 - 19, 2000	Largest outdoor show in Canada.	Receptive tour operators, Destination Marketing Organizations. Industry participants should speak French.	Approximately $1,000 per show
Bienvenue Quebec Quebec City, PQ October 30 - 31, 2000	Motorcoach tour operators primarily from Quebec and Ontario met one-on-one in pre-scheduled appointments.	Receptive tour operators, Destination Marketing Organizations, accommodations, attractions/events.	Approximately $500 Registration only

For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca

NOTES:
- *In addition to the registration fee, costs for accommodations and travel are additional except where specified.*
- *All costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- *Prices **include** HST.*

New England/Mid-Atlantic Partnership Opportunities

ADVERTISING OFFER

Name	Description	Insertion Dates	Deadlines	Cost
Boston Globe *(Spring Cover)*	The Greater Boston market continues to be a key market for Nova Scotia. The number one daily newspaper in the market is the Boston Globe. The Boston Globe impact section will be circulated to 400,000 subscribers only with a household income of $50,000+. Nova Scotia is featured prominently. The 1999 impact section delivered over 2,500 inquiries to Nova Scotia's toll free line with additional inquiries going direct to participating advertisers.	**Spring**: April 9, 2000 **Fall**: August 20, 2000	**Booking**: January 7, 2000 **Material**: February 4, 2000 **Booking**: May 19, 2000 **Material**: June 16, 2000	**Full Page**: $7,000 **Half Page**: $3,500 **Quarter Page**: $1,750 **Rates reduced from 1999**
Yankee Magazine	Yankee has a long history of producing strong response rates for Nova Scotia. The 1999 campaign delivered almost 1,000 inquiries to Nova Scotia's toll free line. Yankee's audience of upscale, well-educated readers fit Nova Scotia's target and responds strongly to direct response offers. Nova Scotia will be running a special section featuring advertising and editorial content presented in a highly visible and attractive manner to a circulation of 702,000.	**Spring**: April 2000	**Booking**: December 6, 2000 **Material**: January 3, 2000	**Full Page**: $6,500 **Half Page**: $3,250 **Quarter Page**: $1,625 **Rates reduced from 1999**

For more information contact: Heather Taylor, Corporate Communications Limited (902) 493-3246, E-mail: htaylor.ccl@cclgroup.ca

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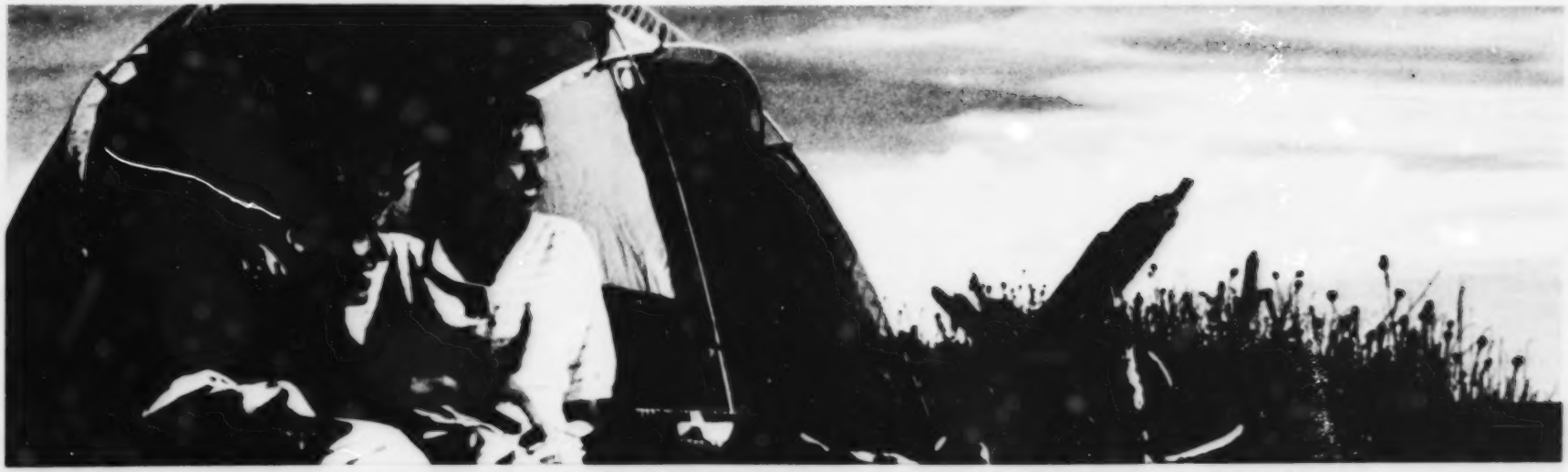
New England/Mid-Atlantic Partnership Opportunities (Continued)

VISITOR INFORMATION

Name	Description	Eligibility	Cost
Fair & Friendly	The Fair & Friendly Program is a tangible way to show our US visitors that we appreciate the worth of a dollar - and their valuable business. To participate in the program, the participant guarantees to provide an exchange rate within 5 percent of the current bank rate and display the Fair & Friendly material in a prominent location where it is recognizable to the visitor.	The 434 current participants in the program include accommodation operators, museums, retail gasoline dealers and other tourism related services. By becoming a participant in the program you receive a kit consisting of: a clear window decal and counter decal, a rate card to help you calculate the exchange rate and a point-of-purchase wheel to display the day's rate. In addition, a copy of the F&F logo can be provided to you for use on you web site or promotional brochures. Fair & Friendly is a year round program recognized in the Doers & Dreamers Travel Guide.	Free

For more information contact: Tourism Nova Scotia (902) 424-3282



EUROPE PARTNERSHIP OPPORTUNITIES

TRAVEL SHOWS

Program	Description	Who Should Attend	Cost
Vakantie Beurs January 11 - 14, 2000 Utrecht, Netherlands	Largest travel trade and consumer show for the Netherlands market.	Receptive tour operators, Destination Marketing Organizations.	Approximately $1,500 registration fee as part of "Canada Street" with CTC
Mid-Atlantic Seminars February 3 - 6, 2000 Reykjavik, Iceland	Opportunity for North American suppliers to give seminars and meet one-on-one with tour operators, travel agents and media for Scandanavia and United Kingdom.	Accommodations, major attraction/events, receptive tour operators, Destination Marketing Organizations.	Approximately $2,000 for registration fee, includes air, accommodation, special events.
Spotlight Canada March 6 - 8, 2000 London, England	Tour operators/media from the United Kingdom meeting in one-on-one pre-scheduled appointments. Participation is in partnership with ACTP.	Accommodations, attraction/events, receptive operators, Destination Marketing Organizations..	Approximately $2,250 registration fee.

For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca

NOTES:

- *Other trade shows in the US and European markets have been identified as excellent opportunities for the industry to promote its products. Nova Scotia, through air accords with Canada 3000, Icelandair, Air Canada and Air Nova, will be involved over the next year in a number of activities including sales missions, trade shows and special promotions which have yet to be determined. For more information on these opportunities, please contact Minto Stewart at (902) 424-4646, E-mail: mstewart@gov.ns.ca.*
- *In addition to the registration fee, costs for accommodations and travel are additional except where specified.*
- *All costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- *Prices **include** HST.*

NICHE MARKET OPPORTUNITIES

MEETINGS, CONVENTIONS, AND INCENTIVE TRAVEL

These programs are presented in co-operation with the Halifax Meetings and Conventions Bureau

Program	Description
PCMA Annual Meeting (TENTATIVE) San Francisco, CA January 15 - 18, 2000	The annual conference of the Professional Convention Management Association is generally regarded as the industry's leading educational event. This conference also provides a forum for valuable networking and sales opportunities, making it a beneficial event for Halifax on several levels.
For more information contact: Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca or Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca	
Tête à Tête Trade Show Ottawa, ON February 16, 2000	This is an annual show targeting the Ottawa market and hosted by CSAE and MPI Ottawa chapters. Because of the large number of meeting planners in the area, attendance at this is high and the cost of participation is low. "Tête à Tête" remains a valuable marketplace for Bureau member participation.
For more information contact: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca	
Halifax Kitchen Ceilidh Toronto, ON February 18, 2000	For several years the Greater Halifax Conventions and Meetings Bureau has hosted a client function in Toronto with good member support and positive results. Toronto is the strongest corporate city in Canada and hence the strongest market for corporate and incentive business to Halifax. In February 1999, we added key association contacts to the invitation list and will include them in the year 2000 event.
For more information contact: Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca or: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca	

NICHE MARKET OPPORTUNITIES (CONTINUED)

MEETINGS, CONVENTIONS, AND INCENTIVE TRAVEL

These programs are presented in co-operation with the Halifax Meetings and Conventions Bureau

Program	Description
Showcase Chicago Chicago, IL March 26 - 29, 2000	As with the other Showcase Canada events, this opportunity allows us to sell Halifax to planners who already have an awareness of our destination, but who require further information to bolster their existing knowledge and enthusiasm. Chicago has the second-largest association community in the US, next to Washington, DC, including the highest number of medical/healthcare associations. 75 percent of the associations headquartered in Chicago are national in scope. As well, many large association management companies, such as Smith Bucklin & Bostrom are situated there.
For more information contact: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca	
Showcase Atlanta Atlanta, GA April 18, 2000	CTC - Atlanta's territory consists of Alabama, North Florida (including Orlando, Jacksonville, Tallahassee and Pensacola), Georgia, Mississippi, North Carolina, South Carolina, Tennessee, Puerto Rico, USA - Virgin Islands and the Meetings and Incentive Travel market in Florida. This Atlantic region, as detailed above, is home to 42 Fortune 500 Manufacturing and 50 Fortune 500 service companies, including their nation's largest, United Parcel Service. As well, Coca-Cola, George Pacific, Equifax, American Express, Wachovia, Home Depot and Nations Bank are all headquartered in the territory. The Southeast territory has a number of well-known incentive and travel companies, which are consistent producers of programs to Canada. Included in the list are US Motivations, Carlson Marketing, Timco Travel, Maritz, Mayer Motivations, X-Ceed Motivations, and Age of Travel and Design International.
tRAILblazers Rocky Mountain Rail Tours May 6 - 9, 2000	"tRAILblazers" are hosted by a number of countries, which have united to market to incentive customers based in the USA. The partners include Britain, Denmark, Fiji, New Zealand and Canada. Increased interest in our destinations can be attributed to the GHC&MB's participation in the Atlanta and New York marketplaces, and the ongoing efforts of the CTC salespeople in other major incentive markets. US buyers are moving away from the Caribbean and sunbelt locations, and are turning to Canada, and in turn Halifax, as a new and unique alternative destination. We participate jointly in this show with Nova Scotia Tourism & Culture - Marketing Division.
For more information contact: Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca	

NICHE MARKET OPPORTUNITIES (CONTINUED)

MEETINGS, CONVENTIONS, AND INCENTIVE TRAVEL

These programs are presented in co-operation with the Halifax Meetings and Conventions Bureau

Program	Description
GWSAE - Springtime in the Park Washington, DC June 1, 2000	This event draws approximately 3000 US meeting planners and approximately 1000 hospitality suppliers exhibit annually- the largest regional association-based trade show in the US. It is hoped that Bureau (and member) presence will add to the momentum started several years ago by the World Trade and Convention Centre in this important Washington Association market (note: direct flights to Washington began with Air Canada on October 18, 1999).
Familiarization "Product Testing" Tour June 8 - 11, 2000	The Bureau coordinates one or two "FAM", or Product Testing Tours, annually. These are targeted toward prospects in all M&C market segments, ranging from those with tentative group business "on the book" to US prospects which are "market development" in scope. We attract between 10-15 meeting planners/association executives who, over the course of three days, may participate in educational activities, hotel site inspections, and social functions. The FAM trips are generally "destination sell" in nature. Member participants are given full meeting specifications (including contact information), enabling them to follow up with suppliers directly after the event.
CSAE Annual Convention Toronto, ON July 29 - August 3, 2000	This annual convention allows an opportunity to promote Halifax at an event which is high profile for all Canadian Association clients and prospects. The Toronto location for 2000 will encourage maximum attendance in this largest producing group segment.

For more information contact: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca

Canadian Meeting and Incentive Travel Show Toronto August 16, 2000	The biggest corporate meeting and incentive show in Canada, this event presents Bureau members with an excellent opportunity to access customers in a trade show environment. Corporate clients see the show as an opportunity to catch up on new and unique venues and to meet and network with suppliers.
Executive Travel and Corporate Meeting Planner Ottawa September 2000	Corporate travel activity in Canada has evolved into a booming $13 billion industry. This one-day Trade Show "Ottawa Lunchtime Trade Show," runs from 11 AM until 2:30 PM (with lunch served on the show floor) targets this "growing, high-yield, corporate and association travel marketplace on a regional level" and provides a great opportunity for travel suppliers to network directly with the corporate and association buyers.

For more information contact: Cathy Pugh (902) 429-4687, E-mail:cpugh@halifaxmeet.ns.ca

NICHE MARKET OPPORTUNITIES (CONTINUED)

MEETINGS, CONVENTIONS, AND INCENTIVE TRAVEL

These programs are presented in co-operation with the Halifax Meetings and Conventions Bureau

Program	Description
Affordable Meetings Baltimore, MD September 6 - 7, 2000	Affordable Meetings is a regional exposition and conference presented by the Hospitality Sales and Marketing Association International. The event brings together qualified meeting planners for educational opportunities while allowing a mix of industry suppliers in the trade show to facilitate business and networking. It was originally created to showcase smaller and/or "second tier" destinations. Reports indicate that approximately 2000 planners from 42 states, Canada, and Puerto Rico attend this meeting. 50 percent of attendees plan in excess of 9 meetings per year within the association, corporate, government, and education markets.
Ottawa Client Promotion Ottawa, ON October 2000	The Bureau has a four-year tradition of hosting association and government customers in the Ottawa market along with industry partners. This promotion is a great opportunity for our Bureau members to meet with customers who have definite group business booked in Halifax but who have not yet selected their suppliers. It is also an opportunity for representatives from Greater Halifax hotels to "woo" both former customers and new potential clients.

For more information contact: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca

Executive Travel and Corporate Meeting Planner Montreal, PQ September 21, 2000	Corporate travel activity in Canada has evolved into a booming $13 billion industry. This one-day trade show runs from 11 AM until 2:30 PM (with lunch served on the show floor) targets this "growing, high-yield, corporate and association travel marketplace on a regional level" and provides a great opportunity for travel suppliers to network directly with the corporate and association buyers.
IT&ME Chicago, IL October 2000	Incentive Travel and Meetings Expo is the largest show of its kind in North America and offers Nova Scotia and Halifax an opportunity to partner with the Canadian Tourism Commission and other well-known Canadian destinations. The show attracts decision makers, corporate meeting planners and incentive houses from all over the US and Canada. The IT&ME show is important for representatives of lesser-known destinations who are vying for some additional profile for their region. The Canada Stand offers a great venue for meeting planners who are considering Canada, or who are already Canadian customers at other destinations. The Bureau has traditionally partnered with Nova Scotia and Newfoundland and Labrador in an effort to reduce the cost of participation.

For more information contact: Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca

NICHE MARKET OPPORTUNITIES (CONTINUED)

MEETINGS, CONVENTIONS, AND INCENTIVE TRAVEL

These programs are presented in co-operation with the Halifax Meetings and Conventions Bureau

Program	Description
Showcase New York New York City, NY November 2000	The 1997 and 1998 New York Showcases were busy! Over 400 invitations were sent to association executives, meeting planners, and incentive houses in the New York, New Jersey and Connecticut regions by the CTC. We have determined that many companies and associations having previously met in Western Canada, are now open to learning more about Eastern Canada. Meeting planners are familiar with our destination, but require more information about existing air access and recognized affiliated companies with offices in Greater Halifax. Through attendance at this event, we are better able to showcase the products and services of Greater Halifax and keep Canada visible. We also build relationships and tap into the growing American Meetings market.
For more information contact: Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca	
Showcase Canada Events	The Canadian Tourism Commission has developed a series of major US market encounters. Showcase Canada attracts association executives, meeting planners and incentive houses who are anxious to meet Canadian industry partners. Showcase Canada offers the Bureau (and participating members) an opportunity to make one-on-one contact with major American travel planners responsible for group business, and reinforce Halifax's position as a prime responsible for group business, and reinforce Halifax's position as a prime business travel destination or pre-disposed and pre-qualified US customers.
For more information contact: Catherine Porter (902) 422-2161, E-mail: cporter@halifaxmeet.ns.ca or Cathy Pugh (902) 429-4687, E-mail: cpugh@halifaxmeet.ns.ca	

NICHE MARKET OPPORTUNITIES (CONTINUED)

GOLF - FULFILLMENT OFFER

Program	Description	Insertion Dates	Deadlines	Cost
Nova Scotia Golf Travel Guide	A full colour publication produced in cooperation with Golf Nova Scotia. 70,000 copies of this publication will be distributed as fulfillment through Check In Nova Scotia (50,000 copies) and at major golf trade and consumer shows (20,000 copies).	January 2000	**Booking:** November 19, 1999 **Material:** November 24, 1999	**Back Cover:** $5,000 **Inside Cover:** $4,000 **Full Page:** $3,000 **Half Page:** $1,900

For more information contact: Holiday Talk Publications Inc., 1800 Argyle St., Suite 802, Halifax, NS, B3J 3N8, Tel: (902) 425-8255, Fax: (902) 425-8118

GOLF - TRAVEL SHOWS

Program	Description	Who Should Attend	Cost
Toronto Golf & Travel Show Toronto, ON March 2 - 5, 2000	Major Canadian golf consumer show with exhibitor mix of destinations, resorts, golf clubs and courses, golf manufacturers. Attracts golfers who travel.	Nova Scotia will have a booth in co-operation with Golf Nova Scotia, for both shows	Additional booth approximately $1,725
Montreal Golf & Travel Show Montreal, PQ March 10 - 12, 2000	Major consumer golf show in Quebec with exhibitor mix of destinations, resorts, golf clubs and courses, golf manufacturers. Attracts golfers who travel.	Accommodations with golf packages; destinations with golf product; golf clubs and courses.	Additional booth approximately $1,625

For more information contact: Pat Lynch (902) 424-4678, E-mail: plynch@gov.ns.ca

NOTES:

- *In addition to the registration fee, costs for accommodations and travel are additional except where specified.*
- *All costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- *Prices **do not include** HST.*

NICHE MARKET OPPORTUNITIES (CONTINUED)

OUTDOOR & NATURE - FULFILLMENT OFFER

Program	Description	Insertion Dates	Deadlines	Cost
Nova Scotia Complete Guide for Nature & Outdoor Lovers NEW	The Nova Scotia Complete Guide for Nature & Outdoor Lovers is a publication developed in cooperation with the Nova Scotia Adventure Tourism Association. Upwards of 75,000 copies of this 32 page publication will be produced for distribution by members of the Nova Scotia Adventure Tourism Association, as fulfillment to inquiries about outdoor and nature in Nova Scotia, to all provincial VIC's, and as part of the in - province promotion program. New for 2000 is the introduction of our Day Activity Program, which will be included in the Nova Scotia Complete Guide for Nature and Outdoor Lovers. This program is designed to present a wide variety of outdoor and/or nature day experiences available to the visitor while in Nova Scotia. The program is open to all outdoor operators though priority will be given to members of the Adventure Tourism Association.	February 2000	**Booking & Material:** December 1, 1999	**Listing:** $50.00 per adventure **Outside Back Cover:** $3,000

OUTDOOR & NATURE - TRADE SHOWS

Program	Description	Who should attend	Cost
Florida RV Supershow Tampa, Florida January 11 - 16, 2000 NEW	The largest in the US, this is a consumer RV show.	Nova Scotia will have a booth in co-operation with the Campground Owners Association (COANS).	$1,200 per additional booth plus travel expenses

For more information contact: Nancy MacIsaac (902) 424-4170, E-mail: nmacisaa@gov.ns.ca

Notes:
- *Conditions and criteria apply.*
- *Operations must supply a colour photo.*
- *All day activities will be formatted by the Marketing Division.*

ALL MARKETS

DESTINATION MARKETING PROGRAM

Markets	Description	Timing	Cost
Atlantic Canada, Quebec, Ontario, New England and Mid-Atlantic States	Destinations within the province of Nova Scotia are encouraged to develop unique marketing programs which will highlight particular regional strengths while at the same time support the overall marketing efforts of the Province. Proposals submitted must be destination oriented; include a minimum of 50 percent private sector financial support; and not include other provincial government funds. All proposals must include a marketing plan which includes quantifiable objectives and a plan for evaluation.	April 1, 2000 - March 31, 2001	Designed for use by regions of the province. Maximum 50 percent cost sharing.

For more information contact: Pat Lynch (902) 424-4678, E-mail: plynch@gov.ns.ca

ALL MARKETS

MAILING LIST PROGRAM

Name	Description	Record Selection	Formats, Changes, and Costs
Mailing List Program	If you represent a tourism-oriented business and your direct mail campaign is specifically promoting visitation to Nova Scotia, you may qualify for our mailing list program. We can provide lists from our extensive database of consumers who have inquired about vacationing in Nova Scotia during 1998 and 1999.	Names can be selected by State/Province of residence and by publication/advertising media which generated the inquiry.	All charges below are for one-time usage. A $100 set-up fee applies for either format. Charges for different formats are as follows: • Self-adhesive labels @ $12.00 per 100 names • Data files @ $9.00 per 100 names

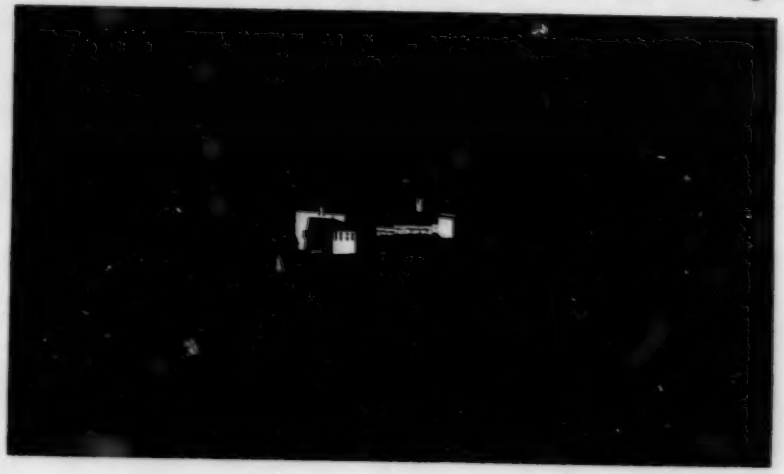
For more information contact: Vickie Siscoe (902) 424-2682, E-mail: siscoeve@gov.ns.ca

NOTES:
- *Charges are for lists only. Letter shop, handling, production and postage charges are the responsibility of the advertiser.*
- *Other conditions apply, please call for more information.*
- *All costs are in Canadian dollars.*
- *Costs may be subject to change.*
- *Prices* ***do not include*** *HST.*

ON-LINE MARKETING

Name	Description	Timing	Cost
Official Tourism Nova Scotia website- Reciprocal Link Program	"Virtual Nova Scotia" has a new name and new look. Come "Explore Nova Scotia" the official Tourism Nova Scotia website to surf Canada's Seacoast. http://exploreNS.com Partners can benefit in two ways from our on-line marketing: 1) Listings included in the Doers and Dreamers Guide will automatically be included in Explore Nova Scotia's user-searchable database or on other pages in the site. 2) Links can be established to other tourism-related sites that specifically promote Nova Scotia as a vacation destination.	Year round	Links to properties listed in the Doers and Dreamers Guide are provided at **no charge.** **Reciprocal links** back to "explore NS.com" are required from the partners' own web sites. All information must be kept current. Other conditions may apply. Links may be removed without notice at any time.

For more information contact: Vickie Siscoe (902) 424-2682, E-mail: siscoeve@gov.ns.ca



ALL MARKETS

TOUR OPERATOR PROGRAM

Program	Description	Who Should Participate	Cost
Tour Operator Partnership Program (Travel Trade Program) An annual program available to Tour Operators based only on submitted proposals.	To develop saleable packaged products and promote them in the marketplace.	Tour Operators	Funding level is varied.

For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca

ALL MARKETS

TRAVEL SHOWS

Program	Description	Who Should Attend	Cost
National Tour Association (NTA) Annual Convention Salt Lake City, Utah November 10 - 15, 2000	North American tour operators meeting in one-on-one pre-scheduled appointments.	Accommodations, attractions/events, receptive operators, Destination Marketing Organizations	Approximately $1,500 registration fee
American Bus Association (ABA) Baltimore, Maryland January 27 - February 2, 2001	Motorcoach owners from North America (predominantly USA) meeting in one-on-one pre-scheduled appointments.	Accommodations, attraction/events, receptive operators, Destination Marketing Organizations	Approximately $1,500 registration fee
Atlantic Canada Showcase Saint John, NB October 11 - 15, 2000	50+ motorcoach operators from Canada and US interested in Atlantic Canadian products, meeting in one-on-one pre-scheduled appointments.	Accommodations, attractions/events, receptive operators, Destination Marketing Organizations	Approximately $500 registration fee

For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca

NOTES:

- *Other trade shows in the US and European markets have been identified as excellent opportunities for the industry to promote its products. Nova Scotia, through air accords with Canada 3000, Icelandair, Air Canada and Air Nova, will be involved over the next year in a number of activities including sales missions, trade shows and special promotions which have yet to be determined. For more information on these opportunities, please contact Minto Stewart at (902) 424-4646, E-mail: mstewart@gov.ns.ca.*
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ALL MARKETS

TRAVEL COUNSELLOR PRODUCT KNOWLEDGE TOURS

Location	Benefits	Cost
As part of an annual training program, to enhance their knowledge of the Nova Scotia tourism product, regional tours for approximately 250 travel counsellors working in approximately 80 Provincial and Locally operated Visitor Information Centres throughout Nova Scotia are conducted each spring. Tours, run 2 - 3 days in length, and have approximately 40 participants each.	Promote your product to a network of travel counsellors from across Nova Scotia and in Maine who talk to over 850,000 visitors annually. Visitors counselled by these trained professionals spend approximately 11 percent more in the region than those who are not. Experiencing your product first hand greatly increases travel counsellors' knowledge of your area and your product thereby enabling them to transfer this information to our visitors.	In kind contribution or reduced costs.

For further information contact: Lisa MacIsaac (902) 424-2788, E-mail: lmacisaa@gov.ns.ca

FAMILIARIZATION (FAM) PROGRAM

Name	Description	Eligibility	Cost
Media Familiarization Program Year-round (Excluding high season)	To promote Nova Scotia's tourism product through television/film, radio, newspaper or magazines by writers, photojournalists and editors of niche publications. Media fams last anywhere from several days to two weeks and may involve individuals or small groups.	1) Accommodation must have full private bath, 2) Complimentary or reduced rates, 3) Business within the program will be contacted depending on the type of Travel Media Tour that is touring at the time, 4) The involvement of an establishment/ attraction participating in the Media Fam Tour Partnership Program will enhance the awareness and expose their business throughout North America and Europe.	In-kind contribution of your product or service.
For more information contact: Randy Brooks (902) 424-4171, E-mail: rbrooks@gov.ns.ca			
Travel Trade Familiarization Program Year-round (Excluding high season)	• Educate travel agents, reservation agents, travel counsellors tour operators, wholesalers, and group leaders into a highly effective sales force for your product/service by allowing them to experience it first-hand. • Build knowledge and enthusiasm for your product in this important distribution channel.		In-kind contribution of your product or service.
For more information contact: Cindy Wade (902) 424-4676, E-mail: cwade@gov.ns.ca			

ALL MARKETS

FULFILLMENT OFFER

Program	Description	Insertion Dates	Deadlines	Cost
Doers & Dreamers Complete English Travel Guide 2001	The Doers & Dreamers Complete Travel Guide is the signature information piece. The guide will be distributed to 750,000 potential visitors as fulfillment to inquiries resulting from advertising campaigns in all Anglophone markets, at travel shows, through VICs, embassies, travel agents.	January, 2001	**Booking:** July 31, 2000 **Material:** August 31, 2000	**Back Cover:** $19,000 **Inside Back Cover:** $15,000 **Full Page:** $10,000 **Half Page:** $5,500 **Quarter Page:** $2,900 **Single Column x 2":** $1,225
Scenic Travelways Map 2000	The Scenic Travelways Map is the main map fulfillment piece. 400,000 copies are produced and distributed to all market inquiries who request it along with being made available at all VICs and kiosks.	March 1, 2000	**Booking:** December 31, 1999 **Material:** January 14, 2000	Two advertising sponsorships available at $20,000 each
Scenic Travelways Map 2001	The Scenic Travelways Map is the main map fulfillment piece. 400,000 copies are produced and distributed to all market inquiries who request it along with being made available at all VICs and kiosks.	March, 2001	**Booking:** November 30, 2000 **Material:** January 12, 2001	Two advertising sponsorships available at $20,000 each
Pocket Map 2000	New for 2000, the pocket map will be a smaller version of the Scenic Travelways Map. This piece will be distributed to regional CAA offices, car rental agencies, VICs and kiosks. 100,000 copies.	March 1, 2000	**Booking:** December 31, 1999 **Material:** January 14, 2000	**Business Card:** $500 20 advertising spaces available

For more information contact: Colleen Abdullab (902) 424-4709, E-mail cabdulla@gov.ns.ca

NOTES:

- *Costs are in Canadian dollars.*
- *Programs and costs may be subject to change.*
- *Prices* ***include*** *HST.*

ALL MARKETS

VISITOR INFORMATION CENTRE (VIC) / CHECK IN INFORMATION

Name	Location	Benefits	Cost
Literature ViC Distribution	Free distribution of tourism brochures to provincial and municipal Visitor Information Centres. Brochures will be displayed on rotational basis.	Over 800,000 visitors enter the over 80 Visitor Information Centres throughout the province. Brochures are displayed in the centres by region and/or activity.	Free. Operator is responsible for delivery to Distribution Centre.
For more information contact: Brian Marriott (902) 424-4544, E-mail: marriotb@gov.ns.ca			
Nova Scotia Check In Information and Reservation Service	Information and reservation service available to potential visitors via toll free service, fax, internet or provincial Visitor Information Centre.	Information and rates may be updated regularly to remain current. Both reservation and information may be used in pre-planning stage and while in province. Operator only pays for service when revenue is generated through actual booking.	Information service free to both operators and visitors. Operators are charged 10 percent commission for reservations made through the system.
For more information contact: Karla Reeves (902) 453-8439, E-mail: kreeves.corporatel@cclgroup.ca			
Open Door Program	Program enables operators to promote their product to Visitor Information Centre front-line staff who sell it to the visitor. Participating operators offer some form of discount or value added. Front line staff must present their card identifying them as Open Door Program members in order to receive the discount or value added.	Operators promote their product to approximately 700 front line staff at Visitor Information Centres, Check In, Cape Breton Highlands National Park, other Tourism Nova Scotia staff and Marketing Agency staff (front- line staff can increase visitor expenditures in their regions by 11 percent).	The cost is determined by the operator who can offer reduced rates, waive admission fees, etc. All offers should be based on availability and operators may establish any criteria they wish.
For more information contact: Sharon Martin (902) 424-4686, E-mail: smartin@gov.ns.ca			

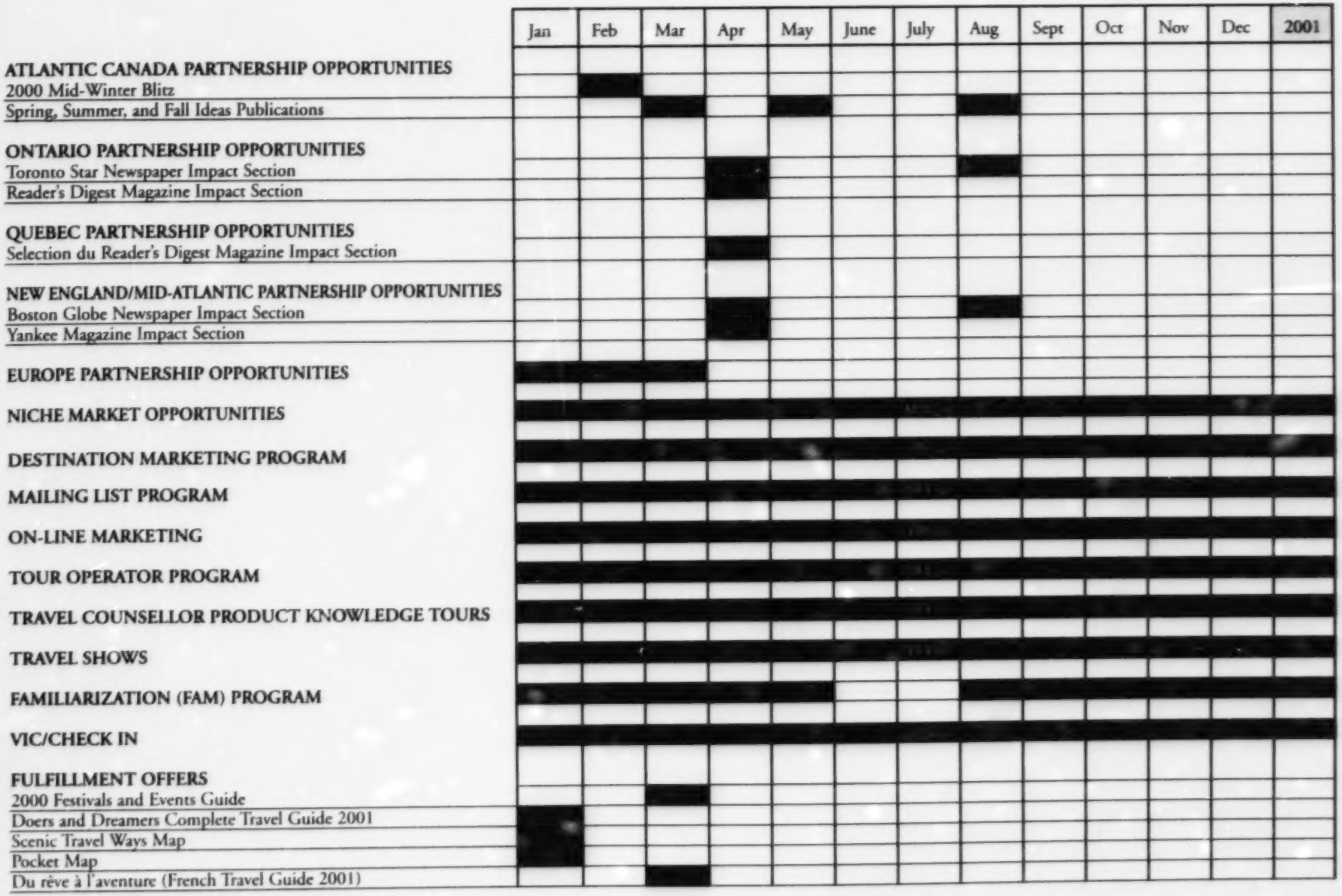
VISITOR INFORMATION CENTRE (VIC) / CHECK IN INFORMATION (CONTINUED)

Name	Description	Eligibility	Cost
Product Development Program	Programming is available to assist with developing the market readiness of Nova Scotia's most competitive tourism products and destinations. Assistance is available for: • tourism planning; • product interpretation and development; • package development; and • initiatives that support best business practices.	Eligible proponents include private sector associations, municipalities, not-for-profit community organizations and government agencies. Projects will be evaluated on how much tourism impact they are likely to have, the overall cost, how much additional funding they brought to the project and the ability of the proponent to sustain the project.	Funding levels will be based on the degree of leverage from other sources. Normally, Tourism Nova Scotia contribution will not exceed one-third of eligible costs, with the balance coming from the proponent and other sources. Total provincial and federal government assistance should not exceed two-thirds of the cost.
For more information contact: David Ross (902) 424-3918, E-mail: dross@gov.ns.ca			
Tourist Attraction Signing NEW	Promotes and directs visitors to key attractions and festivals through standardized signs located along controlled access portions of 100 series highways. For the purpose of this policy, an attraction is defined as, "Businesses, facilities or sites whose primary purpose is satisfying the needs of visitors from outside the immediate area for outdoor recreational, educational, scientific, environmental, natural, cultural, heritage/historical, or entertainment related activities, and where the sale of goods is of a secondary nature."	In order to be eligible for tourist attraction signage, facilities must meet the following criteria: • minimum annual attendance of 10,000 visitors; • adequate parking facilities • restroom facilities; • visitor orientation, through staff or interpretative signage; • be open to the public a minimum of 6 hours per day, 5 days per week during operating season; • in operation a minimum of 90 days during the operating season; • advertise or be listed in the Nova Scotia Travel Guide, and have promotional literature, and • provide Tourism Nova Scotia with ongoing annual attendance reports.	
For more information contact: David Ross (902) 424-3918, E-mail: dross@gov.ns.ca			

VISITOR INFORMATION CENTRE (VIC) / CHECK IN INFORMATION (CONTINUED)

Name	Description	Eligibility	Cost
Business Development Guides	The purpose of the business development guides is to provide information necessary in establishing, improving, and operating a tourism-related business in Nova Scotia. Presently, there are eleven (11) guides available on the following subjects: • Accommodations • Campgrounds • Restaurants • Local Sightseeing Tour Operator • Receptive Tour Operator • Visitor Information Centre • Community Tourism Planning • Attraction Development • Retail Operations • Marketing for Individual Businesses • Adventure Tourism Operator	Of interest to entrepreneurs, as well as existing businesses who want to improve their operations.	To obtain copies, contact Tourism Nova Scotia at 1-800-313-4447; (902) 424-3908
For more information contact: David Ross (902) 424-3918, E-mail: dross@gov.ns.ca			
Compliments and Complaints [redacted]	Opportunity for visitors to comment in writing on their vacation experiences in Nova Scotia, positive and negative. All visitors' comments receive a written response, while a copy of our response and the visitors' comments are forwarded directly to operators for their input and follow up. This venue plays an important role in both maintaining and improving the overall quality of customer service.		Free
For more information contact: Sharon Martin (902) 424-4686, E-mail: smartin@gov.ns.ca			

2000 Summary of Activities



2000 Partnership Opportunities Guidelines

- Media advertising prices listed are less than 50 percent of the actual cost
- Prices are based on one insertion, 4-colour material
- All costs are quoted in Canadian dollars
- Costs may be subject to change
- Check "NOTES" carefully as some prices may or may not include HST
- Costs for production of advertising material are not included
- Advertising content and claims are subject to review and approval by the Nova Scotia Department of Tourism & Culture - Marketing Division. Prior to submitting film, ad layout needs to be provided for approval
- Each order form is subject to review. Any or all applications for co-op assistance may not be accepted
- All programs are subject to cancellation at any time due to lack of sufficient participation
- No liability is assumed by Corporate Communications Limited, the Province of Nova Scotia or media for any claims made
- Advertising specifications for each program will be provided once we have received your booking
- A cheque for 50 percent of the media costs must accompany your order form
- An invoice will be issued for the remaining 50%, accompanied by samples of the creative

PAYMENT:

Fill out this contract and mail it along with your cheque to:

Heather Taylor
Partnership Opportunities 2000
c/o Corporate Communications Ltd.
Suite 700, 2695 Dutch Village Road
Halifax, Nova Scotia
B3L 4V2
Tel: (902) 493-3246
Fax: (902) 453-4916
E-mail: htaylor.ccl@cclgroup.ca